

BOROUGH OF WESTWOOD
POLICY ON DISPLAY OF BANNERS

Adopted 7/8/08

Revised 8/4/09

1. The display of promotional and advertising banners present safety, aesthetic and constitutional issues which the Borough hopes to fairly and correctly balance with the adoption of this policy.

2. Historically there have been three (3) locations used from time-to-time to promote special events and other activities within the Borough of Westwood:

Site One: A suspended banner over Kinderkamack Road near Westwood Avenue;

Site Two: A suspended banner over Westwood Avenue near Broadway; and

Site Three: Upon the white fencing adjacent to the railroad tracks at the intersection of Westwood Avenue and Broadway.

3. Hereafter, it shall only be the Borough's policy to permit the placement of banners at the following locations:

Site One: A suspended banner over Kinderkamack Road near Westwood Avenue;

Site Two: A suspended banner at Jefferson Avenue and Kinderkamack Road;

Site Three: A suspended banner at Lafayette Avenue and Euclid Avenue;

Site Four: Upon the white fencing adjacent to the railroad tracks at the intersection of Westwood Avenue and Broadway.

4. Effective from the date hereof, only the following types of organizations shall be eligible for permission to place banners that meet the following criteria:

A. Non-profit, religious and/or tax exempt entities. Said entities shall have their principal place of business in Westwood.

B. The event or activity shall be either occurring in Westwood or in furtherance of charitable activities taking place in Westwood.

C. Banners shall be hung and removed by the Westwood Department of Public Works only.

D. Permission shall be for a period not to exceed two (2) weeks.

- E. The Borough Department of Public Works is authorized to remove and destroy:
 - i. Any banner left beyond the duration of the permit.
 - ii. Any banner installed without prior permission or any banner which becomes loose, unsightly or hazardous.
- F. Banners may not advance commercial interests or make political or social statements; these are informational banners only for charitable events.
- G. Banners hung across County roadways require approval from the County Police Chief. Application for County Police approval is submitted by the Westwood Police Department after banner request is approved.

5. Approval of banners shall be issued in writing by the Borough Clerk based on the above criteria.

6. A denial to display a banner by the Borough Clerk may be appealed to the Mayor and Council in writing. The written appeal will be placed on the next Mayor and Council work session meeting agenda for review.